

BEFORE THE
POSTAL REGULATORY COMMISSION
WASHINGTON, DC 20268-0001

ADDITION OF EVERY DOOR DIRECT MAIL –
RETAIL TO THE PRODUCT LIST

DOCKET NO. MC2012-31

REQUEST OF DAVID B. POPKIN FOR A PRESIDING OFFICER'S INFORMATION
REQUEST

July 19, 2012

Respectfully submitted,

PRCMC201231POIR

DAVID B. POPKIN, POST OFFICE BOX 528, ENGLEWOOD, NJ 07631-0528

I request that the Presiding Officer initiate a POIR in this Docket as follows:

1. Please explain why this service is limited to flat-size mail pieces and may not be used for letter-size mail pieces.
2. The minimum volume for a mailing is as follows:

Minimum: At least all addresses on one carrier route or box section, and 200 pieces, except if the entire ZIP code has fewer than 200 pieces, in which case the minimum is all available addresses within the ZIP Code

- a. Confirm that if a single ZIP Code has three carrier routes or box sections, each with 100 addresses, that the minimum mailing would be two of the three routes/sections.
- b. Confirm that the mailer may be “forced” into sending mail to addressees that are not needed or appropriate just to reach the 200 piece minimum. For example, if a post office has two rural routes operating and one goes north from town and the other goes south from town and all of the customer’s business is north of town, the mailer may still have to send mail to the south rural route customers just to meet the 200 piece requirement.

3. Please confirm that a mailer has two options with respect to any given carrier route/box section and that is to send it to all residential customers or to all customers.
4. Please confirm that deliveries will only be made to actual customers and that delivery will not be made to empty residences or to unrented post office boxes.
5. Please confirm that the number of actual deliveries that are available on each carrier route and each box section are available on the Postal Service's website. Provide the URL.
6. What is the justification for the approximate 10% increase in the cost of this service?